

Dear Sign Administration Management Team,

This is Not my final public comment.:)

Sharing an email I sent to Benitez after being upset with all I heard at City Council.

Please Note:

*"I am not an attorney. More importantly, I am not your attorney. The below is not legal advice. If you desire legal advice, consult a competent, licensed attorney in your department."*, B Velazquez.

I am only sharing information and research.

Please view video and consider taking classes with Sign Research Foundation next year for ISA 2020.

[https://youtu.be/MW8rYxc\\_k1Q](https://youtu.be/MW8rYxc_k1Q)

# THE POWER OF SIGNS

Whether its a yard sign or a huge 10ft banner, signs are much more than words on a board. The actual impact signs have on people is surprising.

SIGNS ON THE CHEAP

**THE BIGGER THE BETTER**  
49% of people say they drove by a store because the sign was too small or hard to read



**SOLD**  
CHEAPEST FORM OF ADVERTISING  
on a cost-per-impression basis. Based on a study by The Small Business Administration.

**THE HOTEL**

**ATTENTION TO DETAIL**  
a hotel that replaced the M in "MOTEL" with a H on it's external sign was able to charge 70% more for rooms

42% of women say they shop in a new store based solely on the sign design

75% of a teenager's purchase decision is based solely on the an item's display sign

**MONEY MAKER**

small businesses that invest in an outdoor sign see a 32% sales increase within 2 years

**IGNORING THEM CAN BE FATAL**

Within 2 years 13,627 people who ignored stop signs died of a fatal car crash

**CAPTURE MINDSHARE**

79% of consumers remember a business solely from its sign



During ISA 2019, I had the pleasure of working with Matt Chad, Deputy Director with The City of Cincinnati, Ohio. He taught round tables with planners, engineers, architects from all over the world and he gave me much needed encouragement to keep working the way I do. I left Vegas feeling proud to be a Houstonian and earned some bragging rights.

After this past week I'm honestly embarrassed and disappointed in our own process and unclear on why we haven't been able to resolve anything for two years. I'm not sure if we, as a sign industry have failed but we will continue to advocate and do our best to provide more information to not only our community and city council but to Sign Administration for a fair sign code revision. I am trying to stop this from getting bigger than it needs to be and help you. Please hear us out.

Misael, you know this is not just about our jobs, the people you saw last week at city hall have passion and love for this industry just like I do. We are true advocates for the sign industry and we don't want to retaliate with anyone- we are only looking for the future of our industry and persevering the history of effective signs and educate y'all on how they play an important role for a thriving community.

Signs are an art to us and so much more than just a way to advertise. Signs are our history, our legacy, and we take great pride in how they are designed, fabricated, installed, and understand how they play a huge role for a large populated city like Houston or a small town like Buna TX.

Visual Communication also known as "signs" are not a "need" anymore for on-premise businesses in a community they are a "requirement" in many areas especially by these affected freeways.

As far as 1st impressions - Houston has great reviews from NFL, New York Times, and many more respected journalists. We impressed people with our culture diversity, our authentic restaurants, and by all our volunteers' hard work. We were excellent hosts by giving travelers our southern hospitality and world class respect as some journalist wrote. Our first impression needs help on real issues like flooding, illegal dumping along the freeways, the homeless in downtown, and the crimes in many areas. My area has had those issues for years and I'm still here trying to give back and help make a change.

Lowering our signs and taking down signs does nothing for us as a community. We have real estate laws for abandoned properties that can take over these abandoned signs and you have inspectors on the field that can enforce unsafe signs and have these unsafe signs removed. Don't take down our unused signs off properties because property owners can not find tenants. It doesn't make sense to me. These signs bring value to these properties.

Another issue is new construction. With new construction standards if a building has a fire and property owner has to be rebuild - they will have to follow a sign ordinance that will not be effective for them at all. Half of the trees required for parking lots surpass the heights your proposal shows. I have supporting research to following soon.

My business is off West Rd and 45 North recently got flooded. Our whole area was under water and the next morning some bodies were found dead along these freeways and business parking lots. Think about "all" the flooding that has been going on in Houston. It is getting worse and worse. How do you think some of these people were located by our first responders? People communicate with signs by

their branding. They recognize logos and communicate when they need to be rescued by the illumination sign visibility and sign location. During major flooding the roads are no longer visible and these signs assisted the public in safety when numbers on the bottom of poles are not seen and road signs are too low or completely knocked down.

Misael, Please educate yourself in full on signage and how effective they are in other large cities like Houston. Please go to ISA and learn the updates for NEC 2020. We as an industry have a hard time finding old outdated material and nobody stocks HO lamps anymore and soon they won't even be fabricated nor sold. Also, please provide time for training to your staff with ISA as well, so they too can have a more consistent process with terms and scenarios. ISA provides online training that can be very useful for our planners and may even assist you in a fast track idea for simple to process permits.

I don't know how many times I have to stress to everyone that collaboration with y'all is key. Yes, you and your staff have to enforce and by all means -please do. Enforce unstable / unsafe signs, enforce unpaid renewals, enforce un-permitted signs, enforce unlicensed contractors, **and enforce community effective sign codes** with adopting NEC terms and definitions. And also by following terms we the sign industry use across the board.

For example: high rise wall signs.

8:52 ↗



Search



**Aaron Childs**

co owner @ Hi Light Services,LLC  
4h

↑ New posts

So we see you found someone that was \$200 cheaper to fix your High Rise sign!

All joking aside, make sure the company you hire has certified Rope Access Technicians.

Don't put your company in jeopardy to save \$\$ call HiLight Services for all your High Rise needs.

[#hilight](#) [#experienced](#) [#service](#) [#neon](#) [#sign](#)  
[#ropeaccess](#) [#maintenance](#) [#subcontractors](#) [#safety](#)  
[#training](#) [#safetyfirst](#)



👍🗨️💡 67

14 Comments

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**Sara Blakely** • Following

Founder and CEO of SPANX  
11h



I'm all for safety and compliance but don't close your mind and think it's all about enforcing. Learn from us and let us learn from y'all in the enforcement side. Work on processing of permits and how quickly packages need to be seen when they don't require much time. Research Chicago's process. If you need more planners and staff - ask us to advocate for you so you may have more funding to hire more people.

Don't ignore us, especially when the dialogue is respectful and all we are trying to do is the right thing for many people in our community, especially the lower income and the small businesses. These people can not afford another hardship in these areas nor do they have the capital to relocate like big businesses do. This ordinance with the freeway expansion is a huge mistake and will force many out of jobs and businesses they have dedicated years to.

Here is more good Reading Material for the Sign Industry and Sign Administration during this process.

Sincerely,

**Brenda Velazquez**  
**Future Sign Co.**

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# SCENIC HOUSTON PROPOSED ORDINANCE IS BAD FOR BUSINESS AND FAMILIES

Effect of proposed Airport corridor ordinance:



**8,400 Signs x 3.44**

(average Houston family size) =

**28,896 PEOPLE**

= negative ripple affect on other businesses, families and Houston.



END USERS COULD SEE A POTENTIAL

**25-30%**

LOSS WITH-IN THEIR TOTAL SALES

